

DETAILED ACTION

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Michael Steger on 09/30/2010.

The application has been amended as follows:

IN THE CLAIMS:

As for claim 1:

On page 2, line 2, please change from: "...electronic program guide on a display screen...." to – electronic program guide on a **television** display screen...--;

On page 2, line 9, please add: " ...detection unit, **an endpoint of a scroll**, and a predetermined point..."

On page 2, line 9, please delete: " **that is not the end point of a scroll** ..."

As for claim 9:

On page 3, line 3, please change from: "...electronic program guide on a display screen...." to – electronic program guide on a **television** display screen...--;

On page 4, line 3, : " ...between the specification point detected by the **specification point detection unit, an endpoint of a scroll**, and a predetermined point...";

On page 4, lines 3 and 4, please delete: “ that is not the end point of a scroll ...”.

Remark

2. Claim 11 was cancelled.

Allowable Subject Matter

2. Claims 1-10, 12-14 are allowed.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KIEU OANH BUI whose telephone number is (571)272-7291. The examiner can normally be reached on MON - FRI from 8:30 AM -6:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, BRIAN PENDLETON can be reached on (571) 272-7527. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Application/Control Number: 10/690,525

Page 4

Art Unit: 2425

/KIEU-OANH BUI/

Primary Examiner

Art Unit 2425